

## Press release

September 2, 2010

**At Brau Beviale 2010 (Nurnberg, Germany, November 10 - 12), the latest innovations from the Sidel Group, dedicated to the world of beer, for all packaging types**

The 2010 edition of Brau Beviale, the most important European trade show dedicated to beer and carbonated drinks, will present an opportunity to learn first hand about the most innovative solutions from the Sidel Group for these market segments.

The Sidel Group, worldwide leader in beverage packaging solutions, will present its most recent innovations for the beer market in PET, glass and cans. These innovations are the result not only of the Sidel Group's multi-decade experience in this segment, but also of the significant investments in Research and Development, which has doubled since 2007.

Some innovations to be shown:

- The **most recent labeling solutions** for self-adhesive, cold glue, sleeve and roll-fed applications, true technological breakthroughs able to combine extreme flexibility, high performance and maximum quality;
- A **pasteurization solution** that results in great savings in terms of water and energy;
- **ECO Services**: a service line targeted towards optimizing the productivity of existing machines in order to maximum potential while reducing energy use.

Sustainability from all points of view, savings and flexibility, are the common denominators for the innovations that the Sidel Group will present at Brau Beviale 2010.

To learn more, come and visit us from November 10<sup>th</sup> to 12<sup>th</sup>, **in Hall 5 - stand 5-121.**

### About the Sidel Group

With more than 30,000 machines installed in 190 countries, the Sidel Group is one of the world's leaders in beverage packaging solutions: water, carbonated soft drinks, milk, sensitive beverages, oils, beer and alcoholic beverages. Sidel has production sites in 13 countries as well as sales and service offices in 30 countries. Around the world, the Group's 5,000 employees provide customers with complete bottling solutions, including package design, line engineering, packaging machines and related services. Innovation and Performance – the sustainable way.

To learn more about Sidel, come visit our website: [www.sidel.com](http://www.sidel.com).

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